

Airdate: 3/4/95  
Time: 10:00 - 10:30AM  
Duration: 30:00  
PREEMPTED ON WEST COAST  
PRE-FEED PROVIDED

**NAME YOUR ADVENTURE**  
**DIVING WITH GREG LOUGANIS**

Mario and an adventurer spend a day training with Greg Louganis. They learn what it takes to become an Olympic gold medalist and get tips from a professional.

**INDIAN RESERVATION**

Tatyana and our adventurer attend the Annual Red Bottom Celebration of the Assiniboines Indians. They spend a day with one of the families on the reservation and learn about their customs. They also participate in the pow-wow celebration.

Airdate: 3/4/95  
Time: 10:30 - 11:00AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 1**  
**BREAKING UP**

Lindsay is trying to plan a birthday party for Tommy, but it becomes apparent that they really don't have that much in common. In fact, his interest seems to be shifting toward Katie, Brian's little sister, who loves video games, and auto mechanics. The group conspires with Lindsay to produce a surprise birthday party video of Tommy as a present, and happen upon Tommy and Katie in an embrace. Although they don't want to tell Lindsay what is going on, they are unable to contain themselves on the night of the party. Tommy and Lindsay have a confrontation, but also talk through their relationship to end it amicably and without enmity. They decide to maintain a friendship, even if they aren't going to be a couple anymore. [Message: Ending a relationship does not have to be volatile, rancorous or conflict ridden. An effective approach toward dissolution is to face reality and move on with your life without hating or having anger toward another person.]

Airdate: 3/4/95  
Time: 11:00 - 11:30AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 2**  
**WANNA BET**

Two visitors to the dude ranch insinuate themselves into the group's circle of friendship. They are good-looking, generous, friendly and rich. Or at least that is how it appears. Travis and Bo are really con artists, but they get the kids involved in betting their summer earnings on horseshoes, ping-pong, and ultimately in a game of poker. All is lost in the poker game, and it is not until Mr. Belding comes in with a sheriff's report on two con artists that they realize they'd been had. Screech and Mr. Belding set up a phony poker game with the duo until the sheriff can arrive to arrest Travis and Bo. [Message: Don't take unnecessary risks with your hard-earned money. Once it's lost to chance, it's not likely to be retrieved.]

Airdate: 3/4/95  
Time: 11:30AM - 12:00 NOON  
Duration: 30:00

## **CALIFORNIA DREAMS**

### **THE PRINCESS & THE YETI**

Lorena's father has brought the Dreams to his ski lodge with the agreement that they would work in the lounge in exchange for their vacation. Lorena is supposed to work the front desk, but she is so self-absorbed that she even dumps on her friends to avoid her work and responsibilities. Soon it is apparent that business is slow at the lodge because of a monster called the Yeti, which terrorizes the guests. When Tony gets so frightened he runs away from the Yeti and into the woods, the kids find him in a trap, and make their way to a little cabin to get warm. A local old man lives in the cabin, in harmony with the wilderness. They find a Yeti costume hanging on a door, and he explains that to put pressure on Mr. Costa to preserve his home, he has been scaring visitors to the mountain. When the kids try to convince Mr. Costa to have a little mercy on the old man, Lorena doesn't support them because it will get in the way of her self interest. In an arrogant twit, she goes out to ski alone, and has an accident. The old man saves her life and she has a change of heart about the old man's predicament. She puts her needs aside to help the old man preserve his life on the mountain. [Message: If you always act in self-interest, you will alienate and jeopardize friendships as well as lose the opportunity to be truly helpful when someone else is in need.]

Airdate: 3/4/95  
Time: 12:00 - 12:30PM  
Duration: 30:00

## **NBA INSIDE STUFF**

### **PAST PLAYERS**

Player A.C. Green pays homage to the players of the past who have influenced him.

### **TRADITION OF MENTORING**

Player Joe Dumars, who models his game after Julius Erving's, serves as a mentor to rookie Grant Hill. Dumars gives a tour of his Detroit sports center, designed as a community facility for children and adults.

### **NEVER GIVE UP**

Despite a late start in basketball and a circuitous route to the NBA, Anthony Mason says the faith instilled in him by his coach and his mother gave him the focus to persist and "never give up".

### **PLAYER FROM RWANDA**

College student Joseph Kalimba's family were among the 200,000 victims of the war in Rwanda. Associates discuss the strength and courage it has taken for him to cope with his loss and continue working toward his goals.

Airdate: 3/11/95  
Time: 10:00 - 10:30AM  
Duration: 30:00  
PREEMPTED ON WEST COAST  
PRE-FEED PROVIDED

**NAME YOUR ADVENTURE**  
**SET DESIGNER W/SEAQUEST**

Jonathan Brandis and an adventurer learn the skills needed to be a set designer. They get hands on experience as they help design an actual set piece for a television series.

**COMIC BOOK CREATOR**

Mario and an adventurer go to Image Comics and learn the artistic and technical processes involved in the production of a comic book. They learn how a comic book character is created from start to finish through the creation of their own original character.

Airdate: 3/11/95  
Time: 10:30 - 11:00AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 1**  
**THE CLASS OF 2020**

Belding and Screech get the students to participate in assembling a time capsule which can be opened by the future class of 2020. As the capsule is developed, each of the gang reminisces about times past, and how the gang has had a lot of fun and also learned a lot from each other. Key elements from several past stories are reviewed, each with its own message. Mr. Belding cements the significance of this moment by pointing out that the high school years are very important to your growth. A lot of learning takes place, and not all of it comes from a book, but from your experiences with friends. [Message: Not all learning comes from books, and it is important to recognize the role of friendships and shared experiences in your development into an adult.]

Airdate: 3/11/95  
Time: 11:00 - 11:30AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 2**  
**DRINKING 101**

The gang goes on a ski trip and the girls meet another group in the lodge who attend college. They really want to spend some time with these guys and sneak out of a party for Belding in order to party with the older crowd. Lindsay lies about her age, her school and her experience with alcohol. It doesn't take long for her to become very intoxicated. The guys figure something is up and find the girls, and also try to blend into the social scene. Tommy is the one who starts drinking and it doesn't take long before he is both drunk and involved in a ski mobile accident. Screech finds them all and drags them back to Mr. Belding's room where they have to face their own music. Tommy has a broken ankle, Lindsay is agonizingly sick and they both agree, the alcohol wasn't worth the price they paid in later discomfort, nor was it worth the risk they presented to themselves and others. [Message: All forms of alcoholic beverages, including beer, can produce intoxication which in turn puts you at great risk for serious accidents, and even death. If at all possible, don't drink and if you do drink, never drive a vehicle while under the influence.]

Airdate: 3/11/95  
Time: 11:30AM - 12:00 NOON  
Duration: 30:00

**CALIFORNIA DREAMS**  
**WINKLE/WICKS WORLD**

Tony and Sly create a television show for a school assignment that was intended to be a joke on the teacher. However, a local station manager picks the show as a hot new hit. The boys' ascent to fame is quickly compromised by their own egos to be individual stars and decision-makers. Their conflict escalates to the point that they have an on-air argument which ends the show and their immediate future in television. They recognize, from their loss of a great opportunity, that the show they created was a hit because of their chemistry together, not because one of them was inherently better than the other. [Message: Success which is attained through collaborative effort need not compromise the recognition of the individual contributions. If a balance of recognition is not achieved, the overall effort will be severely threatened.]

Airdate: 3/11/95  
Time: 12:00 - 12:30PM  
Duration: 30:00

#### **NBA INSIDE STUFF**

##### **POSSIBLE JORDAN RETURN**

Michael Jordan explains why he has left open the option of returning to basketball.

##### **COMEBACK STORY**

Player Larry Johnson, returning to his team after a long rehabilitation from a debilitating injury, indicates the difficulties of recovering from any serious setback.

##### **CALIFORNIA ADVENTURES**

Players Kurt Rambis and Vlade Divac explore some of the sites in Los Angeles, their team's hometown.

##### **LEARNING FROM THE PAST**

New players describe how they have been inspired and instructed by studying the feats of basketball players of the past.

##### **THREE BASKETBALL PLAYING DAUGHTERS**

All-Star veteran player Bob Kaufmann examines how his three basketball playing daughters work at balancing mutual support with competition.

Airdate: 3/18/95  
Time: 10:00 - 10:30AM  
Duration: 30:00

#### **NAME YOUR ADVENTURE**

##### **AIR FORCE PILOT**

Mario and an adventurer go to Columbus Air Force Base to learn the varied duties of an Air Force pilot. They learn about the scientific and technical principles of flight and participate in flight simulation and pre-flight training with Air Force experts as they spend a day in intensive training. They participate in an actual flight with the Air Force.

##### **RECORD PRODUCING WITH JIMMY JAM & TERRY LEWIS**

Jordan and our adventurer spend the day with record producers Jimmy Jam and Terry Lewis as they work on an album for some new recording artists. They assist them with their lyrics and how to mix music for an album.

Airdate: 3/18/95  
Time: 10:30 - 11:00AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 1**  
**TO CHEAT OR NOT TO CHEAT**

Rachel will not be able to go to the school prom if she doesn't pass a history exam. She is not prepared and after a study session with Megan, it is clear a failing grade is likely. Brian, in the meantime obtains a copy of the exam when he is repairing the teacher's printer. He has some misgivings about taking it, but he wants Rachel to go to the prom, so he steals it and coaches her for the exam. Rachel doesn't know that Brian had involved her in a cheating scam, so when she gets the highest grade in the class she is effusive in her praise of Brian's coaching and "insight". It is revealed that Brian's coaching is based on a stolen test and Rachel realizes the test score is not a reflection of her ability. She takes a make-up final, and Brian accepts his punishment for being dishonest. [Message: Cheating misrepresents your knowledge, denies others of a fair chance at doing well, and is a form of dishonesty that ultimately doesn't benefit anyone, and promotes unfairness toward others.]

Airdate: 3/18/95  
Time: 11:00 - 11:30AM  
Duration: 30:00

**SAVED BY THE BELL: THE NEW CLASS - PART 2**  
**FEUDING FRIENDS**

The kids are at the ski lodge and Tommy and Megan end up spending a full day together. When Lindsay figures out that there may be a budding relationship with this twosome, she gets angry at Megan for betraying their friendship. But Tommy and Megan don't see it this way, since Lindsay and Tommy broke off their relationship very amicably earlier in the year and are now "just friends". It takes some doing, but the kids finally recognize that relationships evolve and when one ends, people have to move on with their lives. Megan and Tommy may or may not go any further with their relationship, but it's unfair for the group to circumscribe their potential. [Message: When a romantic relationship is over, each partner should be free to develop new possibilities, and move forward with their lives.]

Air Date: 3/18/95  
Time: 11:30AM - 12:00 NOON  
Duration: 30:00

## **CALIFORNIA DREAMS**

### **DADDY'S GIRL**

Tiffani and her father are very close, but she feels he would benefit from broadening his life and dating someone. She and the group find the perfect person for her father, a marine biologist named Ariel. However, Tiffani's initial enthusiasm turns to resentment and jealousy as the "date" becomes an encroaching presence in her father's life. Using Mark's computer, she finds that Ariel has some sort of criminal record. She concocts a scheme to use this "record" to alienate her father from Ariel, but the crime is just an unpaid parking ticket. Ultimately, Tiffani recognizes that she's being unfair to her father and selfish about his time.

[Message: It's normal to feel some resentment about a parent's dating relationships, but a single parent needs a social life separate from the child's.]

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Time: 12:00 - 12:30PM  
Duration: 30:00

## **NBA INSIDE STUFF**

### **PREVENTING YOUTH VIOLENCE**

NBA players educate teens about the dangers of hand guns. Through discussions and reference to personal experience they help teenagers see alternatives.

### **INSPIRED BY THE GOOD OLD DAYS**

Player Alonzo Mourning has followed in the footsteps of some of the older players in the League whom he admires and hopes to emulate.

### **MOTIVATED ROLE MODEL**

Rookie player Juwan Howard was motivated to escape his gang-and-drug-ridden Chicago neighborhood by the desire to become a role model. While already a pro, he has pursued his studies and will graduate college soon.

### **ACADEMICS FIRST**

Academics rather than basketball motivated Adonal Foyle's decision to matriculate at Colgate College. He explains how a good education is the best preparation for life beyond basketball.

### **FAN FROM JAPAN**

Japanese basketball fan Nao Nakamura has traveled all around the U.S. to see his favorite player in games.

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### **NAME YOUR ADVENTURE**

#### **BASEBALL MANAGER WITH DUSTY BAKER**

Mario and an adventurer spend the day with the manager of the San Francisco Giants, Dusty Baker. They learn the duties associated with managing a professional baseball team, including helping with the lineup for a game. The adventurer gets to be the team's "bat boy", and receives advice from Darryl Strawberry on staying off of drugs.

#### **FOLEY ARTIST**

Jordan and an adventurer spend the day at a movie studio learning what it takes to be a Foley Artist - recreating sound effects in the studio for motion pictures and television. They get hands-on experience as they practice creating sound effects for a clip of the film "Clear and Present Danger".

Airdate: 3/25/95  
Time: 10:30 - 11:00AM  
Duration: 30:00

### **SAVED BY THE BELL: THE NEW CLASS - PART 1**

#### **THE "D" STANDS FOR DROPOUT**

Tommy DeLuca has never been a strong student, so when the opportunity to work full-time in Vince's garage presents itself, he decides to quit school. Tommy's father and Mr. Belding enlist Screech to help them in administering a little "tough love" to Tommy so he can get a reality check on what life will be like if he has to support himself on his wages. Tommy's resources turn out to be inadequate and he really misses his friends. Furthermore, they could benefit from his mechanical aptitude for an upcoming science competition. Tommy and his father have a talk about limited opportunities, and Tommy re-enrolls at Bayside. [Message: Without a high school diploma, a young person will not have the basic requirements for access to higher education and/or job mobility.]

Airdate: 3/25/95  
Time: 11:00 - 11:30AM  
Duration: 30:00

### **SAVED BY THE BELL: THE NEW CLASS - PART 2**

#### **GOOD BYE BAYSIDE/PART 1**

It's the 40th anniversary of Bayside High and a big celebratory prom is underway. An alumni of Bayside who is a millionaire land developer comes to town and decides to tear down the school to build condominiums. The kids all unite to try to stop the destruction of their school. [Message: Fighting for what you believe in has to be accompanied by a very good strategy to win your struggle.]



Airdate: 3/25/95  
Time: 11:30AM - 12:00 NOON  
Duration: 30:00

## **CALIFORNIA DREAMS**

### **FAMILY TREE**

The class has an assignment to research their family history. Each kid has specific challenges uncovering the past, but Tony has to face the embarrassing and sobering reality that some of his ancestors were slaves. He cannot bring himself to discuss this with his classmates, and creates a family history where he is descended from a famous African king. The kids are quite impressed, but Jake questions the completeness of Tony's presentation. Tony's conscience bothers him and through a dream sequence, he learns that his ancestors were dignified, hard working people for whom slavery was a historical coincidence, not a mark of inferiority. He revises his class presentation and tells the truth to his peers and teacher. [Message: Imperfections exist even in the most idealized family history. We should understand the past for whatever it represents, not be burdened by the unpleasant or difficult aspects, but use our understanding to manage and plan for the future.]

Airdate: 3/25/95  
Time: 12:00 - 12:30PM  
Duration: 30:00

## **NBA INSIDE STUFF**

### **LEGACY OF GIVING**

Family and friends pay tribute to the late Reggie Lewis who is especially remembered for his generosity to those in need.

### **LAKERS RESURGENCE**

A once-strong team harnesses its resources to launch a comeback. Coaches discuss the various strategies employed to regain success.

### **STRONG ROOTS**

Still singing, high-energy player Vin Baker was once a choir boy in his father's church. Vin describes how he has built his confidence by constantly developing new skills and learning from his more seasoned teammates.

### **AVID FAN**

Ever-optimistic, 76 year-old Clippers fan, Pastor Quentin Garmen, goes to every game and continually demonstrates his loyalty through his attention and enthusiasm.

### **DEEP SEA FISHING**

Player Tree Rollins has learned to relax by going deep sea fishing. He describes how his roles as both coach and player provide him with different perspectives.

**PROGRAMMING FURNISHED BY THE NBC NETWORK THAT CONTRIBUTES, AS PART OF  
NBC'S OVERALL PROGRAMMING, TO SERVE THE EDUCATIONAL AND INFORMATIONAL  
NEEDS OF CHILDREN 16 AND UNDER**

**JANUARY - MARCH 1995**

Airdate: 1/25/95  
Time: 8:00 - 10:00PM  
Duration: 120:00

**30 YEARS OF NATIONAL GEOGRAPHIC TELEVISION**

Richard Kiley narrates this unprecedented special featuring heart stopping moments from 120 hours of footage from the Emmy-winning National Geographic series. The critically acclaimed family-viewing favorite highlights great moments with Jacques Cousteau's underwater adventures, Jane Goodall's history-making work with chimpanzees, and others who have traveled the globe to broaden our horizons. The special will go behind the scenes and reveal secrets of how films are made as well as show outtakes never before televised.

Airdate: 2/6/95  
Time: 8:00 - 8:30PM  
Duration: 30:00

**FRESH PRINCE OF BEL-AIR**

**BULLETS OVER BEL-AIR**

Will falls victim to violence when he is shot protecting Carlton from an armed robber at an ATM. Will's real struggle comes when Carlton gets a gun and Will has to persuade him not to seek revenge.

Airdate: 2/27/95  
Time: 8:30 - 9:00PM  
Duration: 30:00

**BLOSSOM**

**THE DATE**

The coolest guy in school asks Blossom on a date and she's floored. But once they're alone, the guy isn't satisfied just kissing and urges Blossom to move into the backseat with him. When Blossom refuses, the guy tries force and hits her. She runs away from him. The next day, Blossom lies to Nick about how she got her bruise, but eventually tells him. Nick urges Blossom to report the incident to the police, although she is afraid and ashamed. In the end, despite the guy's threats of retribution, Blossom provides a lesson in responsibility by reporting the sexual assault. Following the episode, a PSA was broadcast encouraging victims to seek help.

Airdate: 3/1/95  
Time: 8:00 - 9:00PM  
Duration: 60:00

#### **NATIONAL GEOGRAPHIC SPECIAL: GREAT WHITE SHARK**

Following the success of "30 Years of National Geographic Specials," this special presents never-before-televised footage illustrating new behavioral discoveries about the great white shark, one of the ocean's most feared and mysterious creatures. Using the latest in underwater film technology, such as remote imaging and "crittercams," Emmy-winning filmmakers Paul and Grace Niska Atkins bring viewers the closest shark encounters, yet without the use of protective underwater cages normally used to protect the cinematographer from the sharks.

Airdate: 3/29/95  
Time: 8:00 - 9:00PM  
Duration: 60:00

#### **NATIONAL GEOGRAPHIC SPECIAL: SECRETS OF THE WILD PANDA**

This special takes an intimate look at the relationship between a giant panda and her cub. Acclaimed filmmaker Adrian Warren and Mark Stouffer venture deep into nearly impenetrable mountain forest in western China to present on film, for the first time, a look at the fascinating, little-known details of giant panda behavior in the wild. The film team follows scientists Pan Wenshi and Lu Zhi as they make groundbreaking discoveries about the giant endangered creatures, including the complex and nurturing relationship of mother panda and cub in the animal's first year.

## NETWORK PUBLIC SERVICE SCHEDULE, JANUARY 1995

(PSA's Targeted to Children 16 and Under)

<u>DATE</u>	<u>PROGRAM</u>	<u>ORGANIZATION</u>	<u>TOPIC</u>	<u>LENGTH</u>
1/2	FRESH PRINCE	NBC/The More You Know	violence prevention	:10
1/7	SAVED BY THE BELL II	NBC/The More You Know	violence prevention	:30
1/8	SEAQUEST	NBC/The More You Know	violence prevention	:10
1/9	FRESH PRINCE	NBC/The More You Know	stay in school	:10
1/14	NAME YOUR ADVENTURE	NBC/The More You Know	substance abuse	:30
1/14	NAME YOUR ADVENTURE	NBC/The More You Know	stay in school	:10
1/14	SAVED BY THE BELL II	NBC/The More You Know	violence prevention	:30
1/15	SEAQUEST	NBC/The More You Know	drinking & driving	:10
1/16	FRESH PRINCE	NBC/The More You Know	substance abuse	:10
1/21	NAME YOUR ADVENTURE	NBC/The More You Know	stay in school	:30
1/21	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:10
1/21	SAVED BY THE BELL II	NBC/The More You Know	educ. appreciation	:30
1/22	SEAQUEST	NBC/The More You Know	stay in school	:10
1/23	FRESH PRINCE	NBC/The More You Know	substance abuse	:10
1/28	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:30
1/28	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:10
1/28	SAVED BY THE BELL II	NBC/The More You Know	violence prevention	:30
1/30	FRESH PRINCE	NBC/The More You Know	violence prevention	:10

Note: substance abuse = message focusing on anti-drug and alcohol themes  
 alcohol abuse = anti-alcohol message only  
 anti-drug = anti-drug message only

# NETWORK PUBLIC SERVICE SCHEDULE, FEBRUARY 1995

(PSA's Targeted to Children 16 and Under)

<u>DATE</u>	<u>PROGRAM</u>	<u>ORGANIZATION</u>	<u>TOPIC</u>	<u>LENGTH</u>
2/4	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:30
2/4	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:10
2/4	SAVED BY THE BELL II	NBC/The More You Know	violence prevention	:30
2/5	EARTH 2	NBC/The More You Know	violence prevention	:10
2/6	FRESH PRINCE	NBC/The More You Know	violence prevention	:10
2/11	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:30
2/11	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:10
2/11	SAVED BY THE BELL II	NBC/The More You Know	violence prevention	:30
2/13	FRESH PRINCE	NBC/The More You Know	violence prevention	:10
2/18	NAME YOUR ADVENTURE	NBC/The More You Know	substance abuse	:30
2/18	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:10
2/18	SAVED BY THE BELL II	NBC/The More You Know	violence prevention	:30
2/19	SEAQUEST	NBC/The More You Know	violence prevention	:10
2/20	FRESH PRINCE	NBC/The More You Know	violence prevention	:10
2/25	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:30
2/25	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:10
2/25	SAVED BY THE BELL II	NBC/The More You Know	educ. appreciation	:30
2/26	SEAQUEST	Nat'l Crime Prevention	violence prevention	:60
2/26	SEAQUEST	NBC/The More You Know	violence prevention	:10
2/27	FRESH PRINCE	NBC/The More You Know	violence prevention	:10

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              alcohol abuse    = anti-alcohol message only  
              anti-drug         = anti-drug message only

## NETWORK PUBLIC SERVICE SCHEDULE, MARCH 1995

(PSA's Targeted to Children 16 and Under)

<u>DATE</u>	<u>PROGRAM</u>	<u>ORGANIZATION</u>	<u>TOPIC</u>	<u>LENGTH</u>
3/4	NAME YOUR ADVENTURE	NBC/The More You Know	stay in school	:30
3/4	NAME YOUR ADVENTURE	NBC/The More You Know	drinking & driving	:10
3/4	SAVED BY THE BELL II	NBC/The More You Know	violence prevention	:30
3/5	SEAQUEST	NBC/The More You Know	drinking & driving	:10
3/6	FRESH PRINCE	NBC/The More You Know	violence prevention	:10
3/11	NAME YOUR ADVENTURE	NBC/The More You Know	teacher tribute	:30
3/11	NAME YOUR ADVENTURE	NBC/The More You Know	stay in school	:10
3/11	SAVED BY THE BELL II	NBC/The More You Know	stay in school	:30
3/12	EARTH 2	NBC/The More You Know	drinking & driving	:10
3/13	FRESH PRINCE	NBC/The More You Know	violence prevention	:10
3/18	NAME YOUR ADVENTURE	NBC/The More You Know	drinking & driving	:10
3/18	NAME YOUR ADVENTURE	NBC/The More You Know	substance abuse	:30
3/18	SAVED BY THE BELL II	NBC/The More You Know	reckless driving	:30
3/19	SEAQUEST	NBC/The More You Know	stay in school	:10
3/20	FRESH PRINCE	NBC/The More You Know	drinking & driving	:10
3/25	NAME YOUR ADVENTURE	NBC/The More You Know	drinking & driving	:30
3/25	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:10
3/25	SAVED BY THE BELL II	NBC/The More You Know	violence prevention	:30
3/26	EARTH 2	NBC/The More You Know	violence prevention	:10
3/27	FRESH PRINCE	NBC/The More You Know	drinking & driving	:10

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              anti-drug         = anti-drug message only

## **NBC NETWORK NON-BROADCAST EFFORTS**

### **JANUARY - MARCH 1995**

#### **THE MORE YOU KNOW (January - March 1995)**

January 1995 marked the launch of NBC's third annual ***THE MORE YOU KNOW ABOUT VIOLENCE PREVENTION*** campaign effort. This effort, which was distributed to NBC stations nationwide, focused on issues surrounding violence prevention, family violence and conflict resolution.

NBC's affiliate partners embraced this annual campaign through implementation of support material supplied by the network. News story suggestions, copy for PSA's and "how-to" activity sheets providing step-by-step instructions for establishing local community tie-ins provided stations with the materials necessary to localize and implement a comprehensive community outreach effort. Resource and referral information was also distributed to stations with contacts at national organizations.

In conjunction with ***THE MORE YOU KNOW ABOUT VIOLENCE PREVENTION*** campaign, a Poster/Study Guide was developed and distributed to principals of all public and private junior high schools, as well as to national legislators across the country. This Poster/Study Guide focused on youth violence as an epidemic in our society.

#### **30 YEARS OF NATIONAL GEOGRAPHIC SPECIALS (January 25, 1995)**

A Study Guide was developed and provided by National Geographic Television in cooperation with NBC. The program used highlights from the past 112 specials and traversed every continent, visited exotic animals and examined the natural history of an array of animals.

The Guide included a program summary, education objectives and a list of classroom activities for students. The Guide was distributed to all NBC stations as well as to the National Geographic Society Geography Alliance (a grass-roots network of more than 100,000 geography teachers).